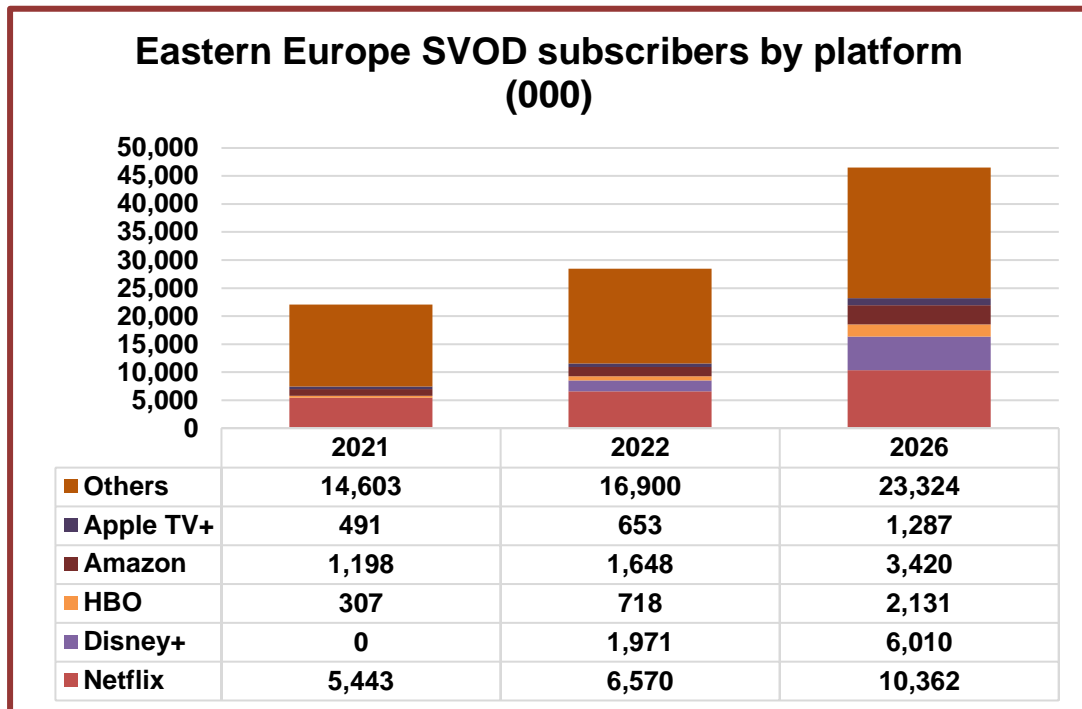


Eastern European to reach 47 million SVOD subs

Digital TV Research forecasts 47 million SVOD subscriptions in Eastern Europe by 2026; more than double from 22 million at end-2021. Russia will have 20 million subscriptions by 2026, up from 11 million at end-2021.



Netflix will reach 10.36 million subscribers by 2026, double its 2021 total. Its Russian subscriber base will climb due to its partnership with National Media Group.

Simon Murray, Principal Analyst at Digital TV Research, said: “After several delays, Eastern Europe’s SVOD sector will take off from 2022. This is prompted mainly by launches from Disney+, Sky Showtime and HBO Max. There is plenty of room for growth beyond our forecast period as only a fifth of TV households will pay for at least one SVOD platform by 2026.”

Disney+ will have 6.01 million subscribers by 2026 despite only starting in mid-2022. HBO Max will reach 2.13 million paying subscribers by 2026, having officially started at the same time as Disney+.

Eastern Europe SVOD Forecasts

Table of Contents

Published in September 2021, this 79-page PDF and excel report forecasts for 22 countries. **Covering TV episodes and movies**, the report comes in two parts:

- Insight: Detailed country-by-country analysis for Czech Republic, Greece, Hungary, Poland, Romania and Russia in a 34-page PDF document.
- Excel workbook for each year from 2010 to 2026 for 22 countries by household penetration, by SVOD subscribers and revenues for movies and TV episodes. As well as summary tables by country and by platform.

For more information, [please click here](#) or contact lydia@digitaltvresearch.com

Forecasts for the following 131 platforms across 22 countries:

Country	SVOD ops	SVOD Platforms
Albania	3	Netflix; Amazon Prime Video; Disney+
Belarus	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Megogo; Ivi; Amediateka
Bosnia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO
Bulgaria	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO
Croatia	5	Netflix; Amazon Prime Video; Disney+; Pickbox; HBO
Cyprus	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Czech Rep	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO
Estonia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viaplay; HBO; Go 3
Greece	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO
Hungary	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO
Latvia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viaplay; HBO; Go 3
Lithuania	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viaplay; HBO; Go 3
Macedonia	5	Netflix; Amazon Prime Video; Disney+; Pickbox; HBO
Moldova	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Montenegro	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO
Poland	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Polsat Box/Ipla; Player+; CDA; Canal Plus; HBO
Romania	5	Netflix; Amazon Prime Video; Disney+; Voyo; HBO
Russia	9	Ivi; Megogo; Okko; Amediateka; TNT Premier; Netflix; Amazon Prime; Disney+; Apple TV+
Serbia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO
Slovakia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO
Slovenia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; Voyo; HBO
Ukraine	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Megogo; Divan.TV

SAMPLE: Serbia SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Population (000)																	
Total households (000)																	
TV households (000)																	
Fixed broadband households (000)																	
Smartphone subscribers (000)																	
Tablet subscribers (000)																	
<i>TV HH/Total HH</i>																	
<i>Fixed broadband HH/Total HH</i>																	
<i>Smartphone subs/Population</i>																	
<i>Tablet subs/Population</i>																	
SVOD revenues (US\$ mil.)																	
SVOD revenues/Population \$																	
SVOD revenues/SVOD subscriber \$																	
Net SVOD homes (000)																	
<i>SVOD homes/TVHH</i>																	
<i>SVOD homes/Fixed broadband HH</i>																	
<i>SVOD subscriptions/SVOD homes</i>																	
Gross SVOD subscriptions (000)																	
<i>SVOD subs/TVHH</i>																	
<i>SVOD subs/Fixed broadband HH</i>																	
<i>SVOD subs/Smartphone users</i>																	
SVOD subscribers by operator (000)																	
Netflix																	
Amazon Prime Video																	
Disney+																	
Apple TV+																	
Pickbox																	
HBO																	
Others																	
Share of SVOD subscribers by operator (%)																	
Netflix																	
Amazon Prime Video																	
Disney+																	
Apple TV+																	
Pickbox																	
HBO																	
Others																	



SAMPLE: Serbia SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
SVOD revenues by operator (US\$ mil.)																	
Netflix																	
Amazon Prime Video																	
Disney+																	
Apple TV+																	
Pickbox																	
HBO																	
Others																	
Share of SVOD revenues by operator (%)																	
Netflix																	
Amazon Prime Video																	
Disney+																	
Apple TV+																	
Pickbox																	
HBO																	
Others																	
SVOD ARPU by operator (\$)																	
Netflix																	
Amazon Prime Video																	
Disney+																	
Apple TV+																	
Pickbox																	
HBO																	
<i>Source: Digital TV Research. Revenues from professionally-made TV shows and movies - so not, for example, sports or UGC.</i>																	



Digital TV Research publication schedule for 2021

Title	Publication	Price
1 Africa Pay TV Forecasts	January	£1200/€1320/\$1440
2 Africa OTT TV and Video Forecasts	January	£1200/€1320/\$1440
3 Middle East & North Africa Pay TV Forecasts	January	£1200/€1320/\$1440
4 Middle East & North Africa OTT TV and Video Forecasts	February	£1200/€1320/\$1440
5 SVOD Platform Forecasts Update	February	£800/€880/\$960
6 North America Pay TV Forecasts	February	£600/€660/\$720
7 North America OTT TV and Video Forecasts	February	£600/€660/\$720
8 Latin America Pay TV Forecasts	March	£1200/€1320/\$1440
9 Latin America OTT TV and Video Forecasts	March	£1200/€1320/\$1440
10 Asia Pacific Pay TV Forecasts	March	£1200/€1320/\$1440
11 Asia Pacific OTT TV and Video Forecasts	March	£1200/€1320/\$1440
12 Eastern Europe Pay TV Forecasts	April	£1200/€1320/\$1440
13 Eastern Europe OTT TV and Video Forecasts	April	£1200/€1320/\$1440
14 Western Europe Pay TV Forecasts	April	£1200/€1320/\$1440
15 Western Europe OTT TV and Video Forecasts	April	£1200/€1320/\$1440
16 Global OTT TV & Video Forecasts	May	£1800/€1980/\$2160
17 Global SVOD Forecasts	May	£1600/€1760/\$1920
18 Global Pay TV Subscriber Forecasts	May	£1600/€1760/\$1920
19 Global Pay TV Revenue Forecasts	May	£1600/€1760/\$1920
20 Global Pay TV Operator Forecasts	June	£1600/€1760/\$1920
21 Global AVOD Forecasts	June	£1600/€1760/\$1920
22 Africa SVOD Forecasts	August	£1000/€1200/\$1300
23 Middle East & North Africa SVOD Forecasts	August	£1000/€1200/\$1300
24 Asia Pacific SVOD Forecasts	September	£1000/€1200/\$1300
25 Latin America SVOD Forecasts	September	£1000/€1200/\$1300
26 North America SVOD Forecasts	September	£500/€600/\$650
27 Eastern Europe SVOD Forecasts	September	£1000/€1200/\$1300
28 Western Europe SVOD Forecasts	October	£1000/€1200/\$1300
29 SVOD Forecasts Update	October	£1600/€1760/\$1920
30 Pay TV Forecasts Update	November	£1600/€1760/\$1920
31 SVOD Platform Forecasts Update	December	£800/€880/\$960

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